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Appln. No. 09/811,724  
Amendment dated December 29, 2004  
Reply to Office Action of September 13, 2004

Attorney Docket No. 01145/LH

**IN THE UNITED STATES PATENT  
AND TRADEMARK OFFICE**

Applicant : M. INOUE et al.

Serial No. : 09/811,724

Filed : March 19, 2001

For : SYSTEM AND METHOD FOR  
DISTRIBUTING ADVERTISEMENTS  
TO A PLURALITY OF USERS BASED  
UPON ADVERTISEMENT USER  
ATTRIBUTES AND ADVERTISEMENT  
PROVIDER ATTRIBUTES (As  
Amended)

Art Unit : 2143

Examiner : Alina A. Boutah

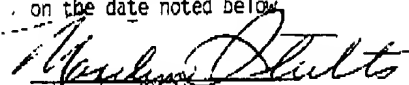
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Marilyn Spults

Dated: December 29, 2004

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hereto, authorization to  
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Account No. 06-1376.

**A M E N D M E N T**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

S I R :

This is responsive to the Office Action dated September 13,  
2004, the term for response to which is extended by one month by  
Petition filed concurrently herewith to January 13, 2005.

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims  
which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 30 of this paper.

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